



Data and Privacy File Guides

Apple.com and Apple Store:

Product Recommendation Indexing Information

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File name Product Recommendation Indexing Information.csv

File description This file contains information on how user data is modeled, in order to provide personalized product and Today at Apple recommendations. These recommendations are shown on apple.com and the Apple Store app.

Why Apple keeps this information Apple retains this information in order to understand user behavior and preferences and improve software design.

Field Name	Details
Apple ID Number	Apple account identifying number
Likely Product Index	A value derived by evaluating the user's product registrations, to predict which products they may want to purchase next
Topic Index	A value derived by evaluating user's Today at Apple session registrations to predict which Today at Apple sessions they may be interested in